

**REMARKS**

An Office Action as mailed on October 22, 2004.

Claims 1-9 are pending, of which claims 1, 5, 8, and 9 are independent claims.

By the foregoing, the title, specification and abstract are amended; claims 1, 5, and 7-9 are amended; claims 2 and 3 are cancelled, and new claim 10 is presented. No new matter is added.

The title and abstract are objected. Both are now amended to obviate the objection. The Examiner is kindly requested to withdraw the objections. The specification is amended to correct obvious typographical errors. No new matter is added.

Claims 8 and 9 stand rejected under 35 U.S.C. §101 as being directed to non-statutory subject matter. The claims have been amended in a manner suggested by the Examiner, for which Applicants thank the Examiner. The Examiner is respectfully requested to withdraw the rejection.

Claims 3, 7-9 stand rejected under 35 U.S.C. §112, second paragraph, as being indefinite. All claims have been amended to claim the invention more clearly. The Examiner is respectfully requested to withdraw the rejection.

Claims 1-9 stand rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 5,794, 210 to Goldhaber et al. (Goldhaber). As now claimed by all independent claims the display point degree determining means determines a degree of a point to be displayed based upon a relations with reference to a predetermined rule. This rule, as claimed, determines that while a point degree owned by a customer increases, a point degree to be displayed decreases. Advantageously, with this rule it is possible to avoid giving the incentive points only to specific users in a biased manner. Consequently, a wider range of users are able to receive points.

Goldhaber does not teach, disclose, or suggest such a rule. In fact, Goldhaber teaches a completely different approach. Goldhaber teaches that if a consumer interaction was adequate and "[inactivates] this particular [account] (to prevent the consumer from receiving additional compensation by merely successively repeating the same process for the same ad) . . ." Clearly, Goldhaber teaches that compensation is received only once for the same advertisement. In the

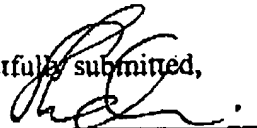
present invention as now claimed, compensation may be received multiply for the same ad. Thus, the present invention is easily distinguishable from cited reference and accordingly the Examiner is respectfully requested to withdraw the rejection.

All dependent claims are allowable for at least the same reasons as the independent claim from which they depend.

Applicant has fully responded to each matter of substance raised in the Office Action and believes that the case is in condition for allowance. Withdrawal of the rejection and allowance of the application is therefore courteously solicited. Should the Examiner have any requests, questions or suggestions, the Examiner is invited to contact Applicant's attorney at the number listed below.

Any fee due with this paper may be charged on Deposit Account 50-1290.

Respectfully submitted,



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